



Delivering
Intelligent Business Solutions
To **World Class** Retailers

ibs *PROMOTIONS*

Promotions Management Fact Sheet

OVERVIEW

Executing promotions has always been a challenge due to the multitude of systems and manual processes that do not communicate with one other. In order to plan and execute successful promotions, you need to have accurate information at the right time to set the promotional calendar, collaborate with suppliers, plan promotional items, forecast sales, simulate the financial impact of the promotion, design and produce media advertising and communicate with stores regarding in-store displays elements.

Coordinating the information between different departments and systems is a challenge to retailers thus reducing the effectiveness of promotional events. Retailers need accurate insight about which promotional characteristics best fit their strategies and targets. Retailers often have to evaluate multiple scenarios that involve trade-offs, for example how to maximize supplier trade funds for each promotional event while at the same time applying available media budget to maximize the promotion's financial return.

ibs *PROMOTIONS*, offered by Soft Solutions is a fully integrated and comprehensive solution to manage and execute effective promotions. It is modular and allows the retailer to implement the application based on their current and future business needs. To facilitate timely decision-making, communication and coordination, it supports a unified end-to-end business process and information base for retailer departments, suppliers and other trading partners.

Delivered with our comprehensive data model, ibs *REFERENTIAL*, and supported by our deals management solution, ibs *DEALS*, and supplier collaboration solution, ibs *RFx*, retailers will have a complete Retail Promotion Suite to manage and execute the various requirements of running promotions in an efficient and effective manner.

Retail Promotion
Management

Advertising and Media
Planning

Promotional
Optimization and
Tracking

Supplier Collaboration

Forecast Sales

Reduce Promotional
Coordination Time by
50%

KEY FEATURES

ibs **PROMOTIONS** is a flexible and fully configurable platform which supports the following functionalities:

ibs **PROMOTIONS** - Promo Planner

- Manage the annual calendar for national or store-based promotions
- Define various targets and media budget for each event
- Manage zone and store exceptions
- Define tasks and reverse planning

ibs **PROMOTIONS** - Event Builder

- Manage event scope and promotional attributes
- Plan items and define unit needs for events, including deals, price, forecast volume, media and merchandising attributes
- Calculate promotional and category impact of items within promotions, including what-if simulations
- Provide reports for review and approval

ibs **PROMOTIONS** - Competitor Management

- Manage and track competitors' promotions
- Manage non-identical barcodes linking
- Integrate with external services providing competitors' flyer data

ibs **PROMOTIONS** - Media Planner

- Manage print media templates
- Slot items into each media and create ad versions based on exceptions
- Proof media and edit online, track changes and validation cycles
- Send Quark Express XML file for desktop publishing
- Integrate changes from DTP to update the promotional database

ibs **PROMOTIONS** - Reporting

- Monitor promotions across their lifecycle
- Event tracking at item/store/day level of causal factors
- Produce reports for buying and promotional analysis

BENEFITS

Maximize overall promotional effectiveness

- Develop and maintain top down and bottom up plans for all promotional events
- Plan and control the execution of all promotional price types
- Maintain a comprehensive database of causal factors and transaction history for use in planning, analysis, simulation modeling and reporting
- Provide visibility on product promotional frequency
- Integrate with ordering, supply chain, ad production, store communication and POS systems to create a unified end-to-end business process
- Track event profitability against plan throughout the year
- Support continuous learning in event planning, item selection and promotional pricing

Maximize event sales and profit impact

- Simulate via ibs **ANALYTICS** event performance in real-time to support cross-functional planning
- Base event plans and budgets on consumer sell-through and item cost maintained at item/store level
- Simulate the impact of causal factors on event profitability, such as mix of items, categories, brand, price, media, display, store placement, price elasticity, cannibalization and halo
- Integrate with ibs **DEALS** to maximize usage of available deal funds and automate post-event billing of accrued deals
- Simulate event and item performance based on sales lift factors and other key indicators

Reduce promotion operating costs and cycle time up to 50%

- Provide a single version of the truth for promotion and media planning, analysis, production, execution and reporting
- Provide a consolidated view of all promo events planned
- Facilitate communication across retailer departments and with trading partners
- Improve compliance with planning deadlines and reduce re-work
- Improve productivity of support staff required to execute promotions
- Automate supplier collaboration in planning and executing promotions
- Manage price conflicts that arise at the store level

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